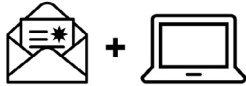


DATAGRAM

CUSTOMER EXPERIENCE x DIRECT MAIL



Increased attention

Campaigns that use both digital media and direct mail receive **39% more** attention than their digital-only counterparts.

Source: Canada Post, *Connecting For Action*, 2016

Must-read lists

GenX (**50%**), Y (**40%**) and Z (**42%**) think catalogues are a great way to provide a brand experience.



Source: Canada Post/Phase5, *Fall Omni*, 2020

Media lift

Not-for-profits that add targeted direct mail increase their donations by an impressive **40%**.



Source: Direct Marketing Association [DMA], MSP, *10 Direct Mail Marketing Statistics That Will Surprise You*, 2020



Consumer engagement

+33% growth in web visits attributed to ad mail in Q3 2020.

Source: JICMAIL, 2020



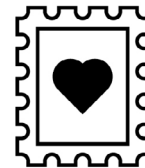
Tangible content

Print is **59% more** engaging than online articles.

Source: Ball State University survey, *printisbig.com*, 2016

A source of enjoyment

56% of Americans consider it a real joy to receive mail.



Source: Direct Marketing Association [DMA], MSP, *10 Direct Mail Marketing Statistics That Will Surprise You*, 2020



Window shopping

A piece of direct mail is like window shopping. Catalogue recipients bought **28% more** than those that didn't receive the same catalogue. Plus, websites that supplemented their sales strategy with catalogues saw a 163% revenue spike.

Source: USPS, MSP, *10 Direct Mail Marketing Statistics That Will Surprise You*, 2020



Amplified buying experience

15% of consumers have signed up for one or more mail-based subscription experiences. "The idea of getting something customized for us in the mail is exciting and can be a great way to make the buying experience feel like more."

Source: McKinsey, *Thinking Inside the Subscription Box: New Research on E-Commerce Consumers*, 2018 and SMARTERCX, *4 Ways Snail Mail Is Redefining Customer Experience*, 2019

